

Project for students to take up

Quantified HR Private Limited is a boutique executive staffing and HR advisory firm head quartered in New Delhi, India. The firm is 3 years old and has grown steadily during this period. Quantified HR currently services clients from the IT and Non IT industries for their permanent and temporary staffing needs. Quantified HR also offers advisory services in various HR operational areas to its clients. Quantified HR was established by industry veterans as a platform for women resuming work post their sabbatical breaks and struggling to get a decent opportunity to resume work, today 75% of the staff are such cases and have demonstrated great passion and success in their work.

Quantified HR is now looking at expanding its operations to North America and would like to leverage the Manitoba Provincial Entrepreneurs program to establish operations in Winnipeg. In order to pursue this program, we would like to conduct a feasibility study and primary market research. While the scope of the research shall extend across Canada, there would be a need to create a specific segment which would show case the findings for the province of Manitoba only.

This project would require between 3 to 4 students who would spend 20 hours each to conduct the research, analyse the findings and prepare the final report to present the findings about the market, competition, regulations and economic and socio environment.

Scope of the project

1. Geography: Canada, with specific focus on the province of Manitoba.
2. Client side:
 - a. Develop a primary list of target industries and business operations that would require such services. The list would have to be classified in several ways – industry, services required, opportunity size, location etc.
 - b. Identify the challenges that clients have and determine the opportunity cost
 - c. Understand how clients manage their operations currently, including managing seasonality variance
 - d. What are the driving factors that create demand for such services for the client
 - e. What are their expectations from such service providers – lower cost, speed to market, relationship management etc.
 - f. What investment if any has been made in technology to resolve these issues
 - g. What is the labour turnover rate – this data point needs to be based on tenure, previous experience, compensation etc.
3. Supplier side:
 - a. Develop a list of who are the current service providers in the local and national markets – try and source details such as revenue, current employee base, tenure of operations etc.
 - b. What are the USP's for each of the suppliers
 - c. Any information that can be sourced on pricing, discounts, margins etc
 - d. What is the client churn ratio
 - e. What are some of the operational challenges and impact on revenues if any

- f. How have their operating models evolved and what are some of the key challenges they are experiencing
 - g. What investment has been made in technology, including the interface that clients are able to access and benefit from
4. People
- a. Draw the demographic map – talent pool
 - b. Education framework
 - c. What support does talent development have
 - i. Sector skill development programs
 - ii. Training infrastructure for up skilling
 - d. Relocation / talent migration
5. Regulatory, Statutory and compliances
- a. What are the basic requirements for establishing a HR services company, including permanent and temporary staffing services (Please assume that the founder has resident status for Canada, ignore any immigration requirements)
 - b. Are there any specific licenses that are required to establish such operations and services
 - c. Do the recruiters and / or HR advisors require any licenses to be able to perform their services? What are these licenses for and how can one obtain them
 - d. Identify local provincial and federal compliance requirements

Project outcomes

At the end of the project the team should be able to present the following information through a presentation and support it with data visualization:

1. Market size, including potential opportunity size
2. Competitor landscape
3. Challenges for a new firm to make an entry
4. What could be differentiators for a new entrants
5. Influence of technology in the business
6. Talent pool availability and skilling infrastructure

Support

The Director of Quantified HR shall be available for daily catch up meetings and periodic reviews. The team would be able to connect directly on a need basis between 7 am and 1 pm EDT on all days of the week. If required additional industry experts could be invited to share their views and opinion on a need basis.

How to apply:

This project requires only one team consisting of either 3 or 4 students. The students need to create the team on their own and determine who does what part of the project. The project would be required to be completed within a period of three weeks, where each student is spending a maximum of 20 hours. Since I would like to initiate the project at the earliest, the start date would be the date when the first full team has been selected.

Should there be more than one team applying; each team would be required to submit a one page document on why they selected this project and how it would help them in achieving their final objectives.

Teams may submit their applications with the cover page and resumes via email to yash.maroli@quantifiedhr.com.

What students get:

Quantified HR shall offer a stipend of a reasonable amount to each student and the same shall be paid by way of a preloaded gift card. In addition a certificate of recognition shall be issued to each student as well recognising their effort and contribution.

There would also be the opportunity to interact with a few industry experts, which would help them gain knowledge from them on various topics. This shall be organised on a best effort basis.